

1 of 7

Rep Firm
Sales Office (PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

SC=*

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|----------------------------|---------|---------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| | 1 | W-F | 5A-6A | NEWS | :30 | \$300.00 | 10/17-10/19 | 6 | 1 | 6 | \$1,800.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 2 | M-TU | 5A-6A | NEWS | :30 | \$300.00 | 10/22-10/23 | 4 | 1 | 4 | \$1,200.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 3 | M-TU | 6A-7A | NEWS | :30 | \$450.00 | 10/22-10/23 | 4 | 1 | 4 | \$1,800.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 4 | W-F | 6A-7A | NEWS | :30 | \$450.00 | 10/17-10/19 | 6 | 1 | 6 | \$2,700.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 5 | W-F | 7A-9A | | :30 | \$600.00 | 10/17-10/19 | 6 | 1 | 6 | \$3,600.00 | |
| | | Buyline Comment: TODAY | | | | | | | | | | |
| | 6 | M-TU | 7A-9A | | :30 | \$600.00 | 10/22-10/23 | 4 | 1 | 4 | \$2,400.00 | |
| | | Buyline Comment: TODAY | | | | | | | | | | |
| | 7 | M-TU | 9A-10A | | :30 | \$275.00 | 10/22-10/23 | 2 | 1 | 2 | \$550.00 | |
| | | Buyline Comment: TODAY II | | | | | | | | | | |
| | 8 | W-F | 9A-10A | | :30 | \$275.00 | 10/17-10/19 | 3 | 1 | 3 | \$825.00 | |
| | | Buyline Comment: TODAY II | | | | | | | | | | |
| | 9 | W-F | 10A-11A | | :30 | \$225.00 | 10/17-10/19 | 3 | 1 | 3 | \$675.00 | |
| | | Buyline Comment: TODAY III | | | | | | | | | | |
| | 10 | M-TU | 10A-11A | | :30 | \$225.00 | 10/22-10/23 | 2 | 1 | 2 | \$450.00 | |
| | | Buyline Comment: TODAY III | | | | | | | | | | |

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|----|----|------|---------|---------------------------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| | 22 | M-TU | 3P-4P | PHIL Buyline Comment: PHIL | :30 | \$300.00 | 10/22-10/23 | 2 | 1 | 2 | \$600.00 | |
| | 23 | M-TU | 4P-430P | NEWS Buyline Comment: NEWS | :30 | \$450.00 | 10/22-10/23 | 2 | 1 | 2 | \$900.00 | |
| | 24 | W-F | 4P-430P | NEWS Buyline Comment: NEWS | :30 | \$450.00 | 10/17-10/19 | 3 | 1 | 3 | \$1,350.00 | |
| | 25 | W-F | 430P-5P | NEWS Buyline Comment: NEWS | :30 | \$450.00 | 10/17-10/19 | 3 | 1 | 3 | \$1,350.00 | |
| | 26 | M-TU | 430P-5P | NEWS Buyline Comment: NEWS | :30 | \$450.00 | 10/22-10/23 | 2 | 1 | 2 | \$900.00 | |
| | 27 | M-TU | 5P-630P | NEWS Buyline Comment: NEWS | :30 | \$900.00 | 10/22-10/23 | 4 | 1 | 4 | \$3,600.00 | |
| | 28 | W-F | 5P-630P | NEWS Buyline Comment: NEWS | :30 | \$900.00 | 10/17-10/19 | 6 | 1 | 6 | \$5,400.00 | |
| | 29 | W-F | 630P-7P | JEP Buyline Comment: JEP | :30 | \$750.00 | 10/17-10/19 | 3 | 1 | 3 | \$2,250.00 | |
| | 30 | M-TU | 630P-7P | JEP Buyline Comment: JEP | :30 | \$750.00 | 10/22-10/23 | 2 | 1 | 2 | \$1,500.00 | |
| | 31 | M-TU | 7P-730P | WHEEL Buyline Comment: WHEEL | :30 | \$750.00 | 10/22-10/23 | 2 | 1 | 2 | \$1,500.00 | |
| | 32 | W-F | 7P-730P | WHEEL Buyline Comment: WHEEL | :30 | \$750.00 | 10/17-10/19 | 3 | 1 | 3 | \$2,250.00 | |

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| LT | In | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|-------|-------------|---|-----|------------|-------------|------------|------------|-------------|------------|---------|
| | 33 | W-F | 730P-8P | FACE Buyline Comment: FACE | :30 | \$450.00 | 10/17-10/19 | 3 | 1 | 3 | \$1,350.00 | |
| | 34 | M-TU | 730P-8P | FACE Buyline Comment: FACE | :30 | \$450.00 | 10/22-10/23 | 2 | 1 | 2 | \$900.00 | |
| | 35 | TH | 11P-1135P | NEWS Buyline Comment: NEWS | :30 | \$775.00 | 10/18-10/18 | 1 | 1 | 1 | \$775.00 | |
| | 36 | M | 11P-1135P | NEWS Buyline Comment: NEWS | :30 | \$775.00 | 10/22-10/22 | 1 | 1 | 1 | \$775.00 | |
| | 37 | M-TU | 1135P-1235A | TON SHOW Buyline Comment: TON SHOW | :30 | \$275.00 | 10/22-10/23 | 2 | 1 | 2 | \$550.00 | |
| | 38 | W-F | 1135P-1235A | TON SHOW Buyline Comment: TON SHOW | :30 | \$275.00 | 10/17-10/19 | 3 | 1 | 3 | \$825.00 | |
| | 39 | M | 8P-10P | VOICE Buyline Comment: VOICE | :30 | \$2,400.00 | 10/22-10/22 | 1 | 1 | 1 | \$2,400.00 | |
| | 40 | TH | 10P-11P | ROCK CENTER Buyline Comment: ROCK CENTER | :30 | \$2,100.00 | 10/18-10/18 | 1 | 1 | 1 | \$2,100.00 | |
| | 41 | F | 10P-11P | DLINE Buyline Comment: DLINE | :30 | \$2,100.00 | 10/19-10/19 | 1 | 1 | 1 | \$2,100.00 | |
| | 42 | SA-SU | 11P-1135P | NEWS Buyline Comment: NEWS | :30 | \$750.00 | 10/20-10/21 | 2 | 1 | 2 | \$1,500.00 | |
| | 43 | SA | 6A-7A | NEWS Buyline Comment: NEWS | :30 | \$225.00 | 10/20-10/20 | 1 | 1 | 1 | \$225.00 | |

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Daypart

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () HELLER FOR SENATE
 Product HELLER FOR SENATE
 Estimate#
 Buyer NEIL WILLIAMS
 Phone#
 Fax#
 Agency () STRATEGIC MEDIA SVCS
 3299 K STREET NW SUITE #200
 WASHINGTON, DC 20007
 Agency C/P1/P2/E
 Flight Dates 10/17/2012 - 10/23/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
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|----|-------------------------------|-----|-----------|--------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| | 55 | SU | 515P-830P | SNFL | :30 | \$8,000.00 | 10/21-10/21 | 1 | 1 | 1 | \$8,000.00 | |
| | Buyline Comment: SNFL | | | | | | | | | | | |
| | 56 | SU | 8P-9P | NFL POSTGAME | :30 | \$6,500.00 | 10/21-10/21 | 1 | 1 | 1 | \$6,500.00 | |
| | Buyline Comment: NFL POSTGAME | | | | | | | | | | | |
| | 57 | SU | 1130P-12A | SPORTS NIGHT | :30 | \$200.00 | 10/21-10/21 | 1 | 1 | 1 | \$200.00 | |
| | Buyline Comment: SPORTS NIGHT | | | | | | | | | | | |

---REPORT TOTALS---
 Report Totals: 133 / \$80,325.00

---SALES MONTHLY TOTALS---
 Oct 12: 133 / \$80,325.00
 Sales Totals: 133 / \$80,325.00
 Station Totals: 133 / \$80,325.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|-----------|------|-----|------|----|------|----|------|-----|------|-----|
| Market Totals | \$276,983 | CATV | 0% | KBLR | 0% | KINC | 0% | KLAS | 26% | KSNV | 29% |
| | | KTNV | 18% | KTUD | 1% | KVCW | 1% | KVMY | 1% | KVVU | 24% |
| | | XXXX | 0% | | | | | | | | |

---COMPETITIVE COMMENTS---
 NEW ORDER
 EST SHARES

Books NOV12
 Demos RA35+

---CREDIT RISK---
 CASH IN ADVANCE

| | | | | | |
|------------|------------------------|------------------|-----------------------------|--------------------|------------------|
| Station | KSNV-TV LAS VEGAS, NV. | Agency | () STRATEGIC MEDIA SVCS | Rep Firm | |
| Advertiser | () HELLER FOR SENATE | | 3299 K STREET NW SUITE #200 | Sales Office | () PHILADELPHIA |
| Product | HELLER FOR SENATE | | WASHINGTON, DC 20007 | Salesperson | () AMY MCCREARY |
| Estimate# | | Agency C/P1/P2/E | | Salesperson Phone# | 215-568-6540 |
| Buyer | NEIL WILLIAMS | Flight Dates | 10/17/2012 - 10/23/2012 | Salesperson FAX# | 215-568-1845 |
| Phone# | | Hiatus Weeks | | | |
| Fax# | | | | | |